

# REAPFIELD

Powered by **kw** MALAYSIA  
KELLERWILLIAMS



# CORPORATE PROFILE

# WHO WE ARE

Established in 1984, the Reapfield Group has over 35 years of proven excellence in Malaysia. In 2019, the Reapfield Group officially joined Keller Williams Realty International; and is proud to be part of the ever-growing Keller Williams family!

With an award-winning 35 years of history, and over 800 associates strong and counting, Keller Williams Malaysia dominates local and international real estate projects in residential, industrial, and commercial markets.

# HEAR FROM OUR LEADERS

## Keller Williams Malaysia



### David Ong

*Regional Operating Principal  
Keller Williams Malaysia*

"I like the values of how they put God first, family then business. We are very proud and count it a privilege to be part of the KW family!"



### Jonathan Lee

*Deputy Regional Operating Principal  
Keller Williams Malaysia*

"Being part of the KW family enables us to tap in to resources and leadership to bring more value and support to our agents and help them to build businesses worth owning."

## Keller Williams Worldwide



### Bill Soteroff

*President of Keller Williams Worldwide*

"David's leadership team brings with them decades of experience growing an agent-centric brokerage model that's in near perfect alignment with KW."



### J.P. Lewis

*Vice President of Keller Williams Worldwide*

"Our team in Malaysia understands how disruptive and unique this model is for their local agents and we are so excited to have a remarkable leadership team who understands this massive opportunity and has a clear vision for the future."



## Our Mission

To build careers worth having,  
businesses worth owning,  
lives worth living,  
experiences worth giving,  
and legacies worth leaving.



## Our Vision

To be the real estate company of  
choice for agents and their customers.



## Our Values

God, Family, then Business



## WI4C2TES

### OUR BELIEF SYSTEM

- Win-Win:** or no deal
- Integrity:** do the right thing
- Customers:** always come first
- Commitment:** in all things
- Communication:** seek first to understand
- Creativity:** ideas before results
- Teamwork:** together everyone achieves more
- Trust:** starts with honesty
- Equity:** opportunities for all
- Success:** results through people

# WHAT WE DO

Equipped with Keller Williams' systems and models, we promise to continue aiming for excellence - focusing on building long-term business relationships over property transactions.

Thank you for your partnership and support through the years and we look onwards to redefine the local real estate industry together.

## Our Expertise:



### Residential Sale and Leasing

We deliver a high level of professionalism for our clients and have a proven track record in the luxury leasing market.



### Property Investment Advisory

We are equipped with the latest market trends and are qualified to advise our clients appropriately.



### Commercial Sale and Leasing

From advisory, acquisition and transactional services to coordination and project management, we are equipped with the expertise to service your real estate needs.



### Development Marketing

Our experience in marketing properties on behalf of developers and investors positions us as a trusted business partner.

## PLATFORMS

We cover both the Primary and Secondary Market - our platforms are made up of highly driven teams working together to achieve bigger successes! Team members can leverage on opportunities in their platforms - from project sales, lead generation to marketing strategies.



# KELLER WILLIAMS UNIVERSITY (KWU)

We want to assist our agents to build successful real estate businesses. Our trainings and courses such as IGNITE, SHIFT, Lead Generation 36:12:3 and many more are designed with the Millionaire Real Estate Agent (MREA) models as the foundation to keep our agents at the top of their game!

\* Some of our multilingual trainings and courses are conducted virtually.

## NCC NEGOTIATOR'S CERTIFICATION COURSE

Launch your career as a Real Estate Negotiator with an introduction to Keller Williams' proven systems and business models!



Build your real estate business guided with Keller Williams' materials, and get into production soonest possible in just 12 sessions.



Shift your real estate business into high gear with 12 proven tactics for tough times.



## The Six Personal Perspectives

Mega agents have 3 common success criterias - 'Attitude', 'Mindset' and 'Approach in Life'. Gary Keller came up with '6PPs' that can help you achieve these success criterias!



## Business Planning Clinic

Learn the four key business models (Economic, Lead Generation, Budget & Organisational) to set up your business.



## Lead Generation 36:12:3

Unleash your productivity power through the daily discipline of lead generating.



*Our operations are currently virtually based, physically enhanced as our agents are connected via technology!*

# Home of the Tech-Enabled Agent

## KELLER WILLIAMS TECHNOLOGY

With platforms like Command, Workplace and CGI tool, we focus on supporting and empowering our agents with technology so that they can optimise, manage and run their businesses well.

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## kW Command

From organising database, automating follow-up with contacts to designing smartplans; this is the technology platform for our agents' real estate business!

## CAREER GROWTH INITIATIVE

Improve your productivity through goal setting with real time accountability.

## @workplace by facebook

Collaborate and communicate with internal agents with real time listings shared daily.



Our Market Centre foundation consists of:

02

**Market Centre Administrator (MCA)**  
is responsible for the operational and financial stability of the Market Centre. The MCA is also responsible for supporting the Market Centre, the Team Leader and the agents.

01

**The Operating Principal (OP)**  
is the owner of the business. The OP is the one person ultimately responsible for the success of the Market Centre.

03

**The Team Leader (TL)** is responsible for recruiting and hiring talent (agents). The Team Leader also helps to train and counsel agents in the Market Centre.

MARKET CENTRES  
OF KELLER WILLIAMS  
MALAYSIA

Keller Williams Malaysia has 3 Market Centres located strategically in Petaling Jaya, Subang Jaya and Puchong with over 800 associates and counting. Our successful Market Centres have a strong foundation to help support our agents.

04

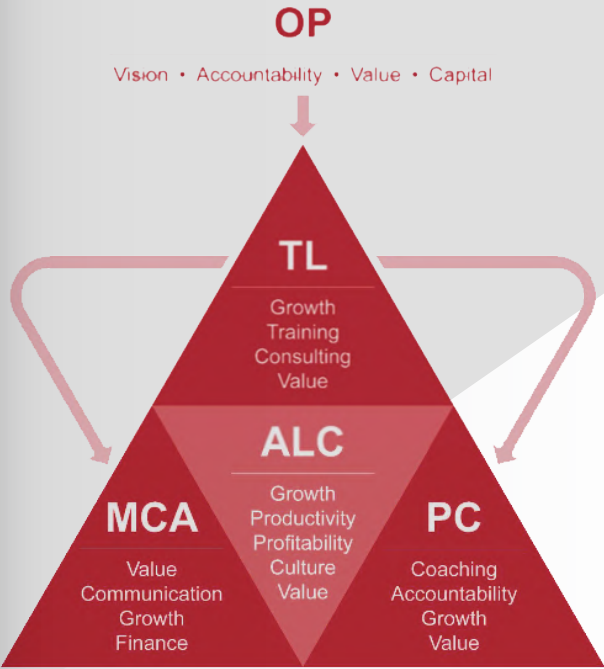
**Productivity Coaches (PC)** coach agents into production and keep track of their performance and productivity.

05

**The Agent Leadership Council (ALC)**  
is recruited from our top 20% of productive agents. They are responsible for protecting the culture, helping to achieve goals and growth, and setting the standards of production for the Market Centre.

06

**The Market Centre Support's (MCS)**  
responsibility covers three specific areas: accounting, administrative systems and agent support.



# KELLER WILLIAMS MALAYSIA REGIONAL TEAM

As part of the international Keller Williams family, our regional team manages and supports our agents to build successful careers besides being accountable to Keller Williams Worldwide.



**DAVID ONG**  
OPERATING PRINCIPAL  
GROUP BOARD MEMBER



**JONATHAN LEE**  
DEPUTY OPERATING  
PRINCIPAL  
GROUP BOARD MEMBER



**SERENE ONG**  
FINANCIAL DIRECTOR  
GROUP BOARD MEMBER



**AMELIA KOON**  
MARKET CENTRE  
ADMINISTRATOR (MC1)  
GROUP BOARD MEMBER



**CHRISTINE ONG**  
OPERATIONS DIRECTOR  
GROUP BOARD MEMBER



**LYNN CHEEK**  
REGIONAL MARKET  
CENTRE ADMINISTRATOR



**SOO SENG FEI**  
HEAD, BUSINESS  
STRATEGIST



**CHARLES LEE**  
HEAD, GROWTH  
& EXPANSION



**VICTOR WONG**  
CHIEF CULTURE  
OFFICER



**MARCUS PAK**  
TECHNOLOGY  
MANAGER



**SIEW MIN**  
PROJECT  
SPECIALIST



**WEI-LI**  
MARKETING  
MANAGER



**YUEN YIM**  
CONTENT  
SPECIALIST



**FLORENCE TAN**  
CREATIVE  
PRODUCER

# AWARDS



## iProperty.com Agents Advertising Awards

Top Agency in the Central Region (Bukit Jalil)  
 Top Agency in the Northern Region (Penang)  
 Special Recognition for Best Employee Development Agency



## Superbrands - Year 2009, 2010 & 2011

Since 2009, Reapfield is the first real estate agency in Malaysia to receive the Superbrands Award. Based on the AC Nielson Survey, Reapfield is voted as No.1 Real Estate Agency by the Malaysian public as the first real estate agency they would think of when they consider real estate properties.



## SME100 Awards 2015 Fast Moving Companies - Real Estate

The awards identify and recognise Asia's fast moving small & medium enterprises (SMEs) with a focus on growth (turnover, profit and market share) and resilience (best practices, sustainability and vision). SME100 ranks the top 100 fast moving companies in selected countries in Asia based on both quantitative and qualitative criteria.



## SME Recognition Award 2009 - SME Brand Excellence Award

The award is bestowed on non-listed SMEs which have successfully created a strong and positive image for their branding initiatives on the company, product and/or services. These brands are not only well-accepted but have strong top-of-mind recall among consumers.



## MIEA National Real Estate Awards

The awards recognise deserving and hard-working agents and negotiators for their outstanding achievements.

### MIEA National Real Estate Awards:

- . Penang State Real Estate Agency of the Year 2013 & 2014
- . Residential Real Estate Agency of the Year 2011 & 2013
- . Real Estate Agent of the Year 2010 & 2012
- . Real Estate Agency of the Year 2009, 2011 & 2012
- . Specialised Category of the Year 2012: Education & Training

## MIEA National Real Estate Awards-Honourable Mention:

Honourable mention is a recognition given by the judges to those firms and individuals whose submission has been recognised as having the quality and merit for an award but could not be judged due to not having any competitors in that respective category.

- . MIEA CEO Award 2017
- . MIEA Star Top Classified Real Estate Firm Award 2016
- . Residential Agency of the Year 2013 (Klang)
- . Real Estate Agency of the Year 2010
- . Residential Agency of the Year 2010
- . Commercial Agency of the Year 2010
- . Industrial Agency of the Year 2010



# CONNECT WITH US

 [www.reapfield.com](http://www.reapfield.com)

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**Search for us on these platforms:**





[@reapfieldkwmalaysia](https://www.instagram.com/reapfieldkwmalaysia)





**Reapfield Properties Powered by KW Malaysia**

## **REAPFIELD PROPERTIES (HQ) SDN BHD – E(1)0452 (MARKET CENTRE 1)**

 No. 1-8B, Jalan PJU 8/3A, Bandar Damansara Perdana,  
47820 Petaling Jaya.

 03-7728 6230

 03-7729 0893

 [rphq@reapfield.com](mailto:rphq@reapfield.com)

## **REAPFIELD PROPERTIES (S.J) SDN BERHAD – E(1)0452/2 (MARKET CENTRE 2)**


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UEP Subang Jaya, 47620 Petaling Jaya.


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 03-8024 2993


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## **REAPFIELD PROPERTIES (PUCHONG) SDN BHD – E(1)0452/8 (MARKET CENTRE 3)**


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47100 Puchong.


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 03-8076 5800

 [rppch@reapfield.com](mailto:rppch@reapfield.com)

## **KELLER WILLIAMS MALAYSIA (REGIONAL OFFICE)**

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